



Local PR contact:

Aprille Thomas

Corporate Communications & PR Specialist

aprillet@visitbarbados.org

FOR IMMEDIATE RELEASE

BARBADOS' WINS MAJOR RECOGNITION WITH EXPEDIA GROUP MEDIA SOLUTIONS PARTNER AWARD

Copping another under its belt, Barbados has been awarded by Expedia Group Media Solutions, the advertising arm of Expedia Group, the 2018 Digital Marketing **Campaign of the Year in the Latin America Caribbean**. Presented at the annual Expedia Group Partner Conference, the award program celebrates partner campaigns from around the world that demonstrate innovation, creativity and achievement in travel marketing.

The Barbados Tourism Marketing Inc. (BTMI) collaborated with Expedia Group Media Solutions to develop a culinary campaign dubbed '*Brilliant Barbados Summer of Culinary Experiences*' that would inspire travellers and foodies to experience the country's rich history and unique Bajan cuisine. Through a bespoke content hub, local island ambassadors, or "Experts of Awesome" shared their favourite local attractions and culinary experiences, both showcasing the friendly spirit of the island.

Within the first seven months, the campaign produced a strong financial return on advertising spend (ROAS), as it generated USD 45.00 in revenue to every USD 1.00 spent in advertising and garnered more than 25 million impressions.

- more-

Chief Executive Officer (CEO) BTMI, William Griffith highly commended the marketing team, led by Director Robert Chase, as he received the award noting that, “The BTMI is very focused on positioning itself, and Barbados, as a major player in tourism and this has been demonstrated by the implementation of new initiatives, particularly in the digital arena. We are grateful for our marketing executives on the ground who did a tremendous job with developing the culinary campaign and promoting the vast range of cuisines and exciting activities we have on island.”

“This year’s Partner Award winners exemplify the incredible work of our partners and a shared commitment to disrupting travel marketing, through insights-led creativity, innovative technology and compelling content,” said Hari Nair, senior global vice president of Expedia Group Media Solutions. “We’re excited to honor this year’s award-winning campaigns and look forward to continued collaboration with our partners to help them reach and inspire audiences around the world in fresh and exciting ways.”

For more information visit: <https://info.advertising.expedia.com/2018-partner-awards>.

- ENDS-

About Barbados

The island of Barbados offers the most authentic Caribbean experience with its exceptionally rich culture and history rooted in remarkable landscapes. Rated as one of the world's sexiest beaches in 2008 by Concierge.com; Barbados' Crane Beach in St. Philip stands as a premier destination for travellers. Barbados is also the first Zagat-rated Caribbean island and is known as the culinary capital of the Caribbean. Barbados has hosted several world class events including: The annual Barbados Food & Rum Festival; the 2006 PGA World Golf Championships-Barbados World Cup, the ICC Cricket World Cup Finals in 2007, the Sentebale Charity Polo match with Prince Harry of Wales in 2010, and the ICC Twenty20 Cricket Finals for 2010, and the Rihanna LOUD concert in 2012. Accommodations range from picturesque plantation houses and villas, to quaint bed and breakfasts and award-winning, five-star resorts. Grantley Adams International Airport offers even more non-stop and direct service from a growing number of U.S. cities, making Barbados the true gateway to the Eastern Caribbean. Barbados was voted eighth in the World by Trip Advisor's "2008 Travelers' Choice Destination Awards" in its Top 100 Destinations category. For more information on travel to Barbados, visit www.visitbarbados.org, follow on Facebook at <http://www.facebook.com/VisitBarbados>, via Twitter @Barbados.

About Expedia Group Media Solutions

Expedia Group™ Media Solutions, the advertising arm of Expedia Group, offers industry expertise and digital marketing solutions that allow brands to reach, engage and influence its qualified audience of travelers around the world. Through its vast network of leading travel brands and global points of sale, Expedia Group Media Solutions provides marketing partners with proprietary data-driven insights about traveler behaviors during every stage of the purchase journey, along with dynamic advertising solutions, to deliver strategic campaigns and measurable results. For more information, visit www.advertising.expedia.com.

Trademarks and logos are the property of their respective owners. © 2018 Expedia, Inc. All rights reserved.